

ABSTRACT OF THE DISCLOSURE

A system and method for combining video/audio content with programmatic content perform the following steps: generating authoring output comprising a definition for a variable, and further comprising a representation of the video/audio content; selecting a source file, the source file comprising the variable; searching the source file for the variable, and replacing the variable with the definition for the variable; generating programmatic content in response to the searching; and generating an image as a function of the programmatic content and the representation of the audio/video content.

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